

WGRZ
EEO PUBLIC FILE REPORT
January 21, 2011 - January 20, 2012

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multi-Media Producer	1, 3-21, 23-26, 28-31, 33, 35, 37-57, 59-68, 70, 72, 74-77, 79-80, 82-84, 86-90, 92	23
Creative Services Director	1-4, 6-7, 10-14, 16-19, 21, 23-31, 33, 35, 38-42, 44-45, 48-49, 51-61, 63-67, 69-70, 74-78, 82-84, 86-90, 92	23
Account Executive	1, 3-4, 6-7, 10-14, 16-19, 21, 23-26, 28-31, 33, 35, 38-42, 44-45, 48-49, 51-61, 63-67, 69-70, 74-75, 77-79, 82-84, 86-90, 92	58
Account Executive	1, 4-7, 10-14, 16-19, 21-31, 33-35, 38-42, 44-45, 48-49, 51-61, 63-67, 69-71, 74-79, 81-85, 87-90, 92	23
Account Executive	1, 4-7, 10-14, 16-19, 21-31, 33-35, 38-42, 44-45, 48-49, 51-61, 63-67, 69-71, 74-79, 81-85, 87-90, 92	90
Digital Sales Specialist	1, 4-14, 16-31, 33-35, 38-42, 44-45, 48-49, 51-57, 59-61, 63-67, 69-71, 74-79, 81-85, 87-90, 92	23
Digital Sales Manager	4-5, 7-13, 19, 21-29, 31, 33, 35, 39-42, 44, 48, 51-59, 64-67, 69-70, 73-78, 81-84, 89-90	58
Account Executive	4-5, 7-13, 19, 21-31, 33, 35, 39-42, 44, 51-59, 64-67, 69-70, 74-78, 81-84, 89-91	58
Digital Account Manager	4-5, 7-13, 19, 21-33, 35-36, 39-42, 44, 51-57, 59, 64-67, 69-70, 74-78, 81-84, 89-91	32
Multi-Media Journalist / Anchor	4-5, 7-13, 19, 21-24, 26-31, 33, 35, 39-42, 44, 51-57, 59, 64-67, 69-70, 74-78, 81-82, 84, 89-91	23
Associate Producer	4-5, 7-13, 19, 21-24, 26-31, 35, 39-42, 44, 51-57, 59, 64-67, 69-70, 74-78, 81-82, 84, 89-91	23

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AARP Senior Community Services 4614 Prospect Ave, #211 Cleveland, Ohio 44103 Phone : 216-881-1155 Email : scmwillis@aol.com Fax : 1--- Betty Turner	N	0
2	advertisingclubofbuffalo.com Website	N	1
3	Akron Urban League 440 Vernon Odem Blvd Akron, Ohio Phone : (234) 542-4157 Email : tprice@akronurbanleague.org Fax : Tracy Price	N	0
4	Ashland University 401 College Ave Ashland , Ohio 44805 Phone : 419-289-5064 Url : http://www.ashland.edu Email : cardev@ashland.edu Fax : 1--- Karen Hagans	N	0
5	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Url : www.bcfm.com Email : info@bcfm.com Fax : 1--- Career Service	N	0
6	Bryant & Stratton College 1700 E. 13th Street Cleveland, Ohio 44092 Phone : 216 771 1700 Url : http://online.bryantstratton.edu/ Email : jmnnelly@bryantstratton.edu Fax : 1--- Robert Laheta	N	0

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7	Buffalo City Hall 65 Niagara Square Buffalo, New York Phone : 716-851-4200 Email : Fax : 1-716-851-5401 Olivia Licata	N	0
8	Buffalo State College 1300 Elmwood Avenue Buffalo, New York Phone : 716-878-5811 Email : Fax : 1-716-878-3152 Nanette Tramont , Muriel Howard, Claire Jones	N	0
9	Buffalo Urban League Inc 15 E. Genesee Street Buffalo, New York Phone : 716-250-2405 Email : jking@buffalourbanleague.org Fax : 1--- Joan King	N	0
10	Canisius College 2001 Main Street Buffalo, New York Phone : 716-888-2475 Url : www.collegecentral.com/canisius Email : jones11@canisius.edu Fax : Career Development Office	N	0
11	Career Builder New York Phone : 773-867-7173 Url : www.CareerBuilder.com Email : Fax : Manual posting Career Service	N	6

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12	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Url : http://www.cwru.edu/ Email : employers@case.edu Fax : 1--- Tasha Fryfogle	N	0
13	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : http://www.centralstate.edu/index.php Email : careerservices@centralstate.edu Fax : 1--- Career Services	N	0
14	Cleveland Career Center 1020 Bollivar Cleveland, Ohio 44114 Phone : 216 664 4673 Email : rhill@city.cleveland.oh.us Fax : 1--- Randy Hill	N	0
15	Cleveland Chapter of Society for Human Resources Management PO Box 32148 Cleveland, Ohio 44132-0148 Phone : 216 556 3855 Email : cshrm@sbcglobal.net Fax : 1--- na na	N	0
16	Cleveland Marketing Job Bank 407 St. Andrews Lane Broadview Heights, Ohio Phone : (440) 877-9736 Email : kblazek@nls.net Fax : Kelly Blazek	N	0

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17	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Url : http://csucareerline.erecruiting.com Email : a.rufyoung@csuohio.edu Fax : Anita Ruf-Young	N	0
18	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio 44115 Phone : 216 687 2233 Email : careers@csuohio.edu Fax : 1--- Career Services	N	0
19	Colored Musicians Club 145 Broadway Street, P.O. Box 706 Buffalo, New York Phone : 716-885-9383 Email : gscott2679@aol.com Fax : 1--- George Scott	N	0
20	DeVry Institute of Technology 1350 Alum Creek Drive Columbus , Ohio 43209 Phone : 614 253 7291 x1624 Email : jobleads@cols.devry.edu Fax : 1--- Heather Hughes	N	0
21	Educational Opportunity Center 465 Washington Street Buffalo, New York 14203-1707 Phone : 716-849-6727 Email : Fax : 1-716-849-6705 Dr. Sherryll Weems	N	0

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22	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
23	employee referral	N	12
24	Erie Community College S-4041 Southwestern Blvd Orchard Park, New York Phone : 716-648-5400 ext 1184 Url : http://www.ecc.edu/ Email : stewartp@ecc.edu Fax : Michael Golebiewski /Patricia Stewart	N	0
25	Erie County Personnel Department Rath Building – Room 1651, 95 Franklin Street Buffalo, New York Phone : 716-858-8484 Email : Fax : 1-716-858-8445 Tammy Burns	N	0
26	Everywoman Opportunity Center, Inc. 237 Main St., Suite 330 Buffalo, New York Phone : 716-847-1120 Url : www.everywoman.org Email : Fax : 1-716-847-1550 Myrna Young	N	0
27	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Url : www.vault.com . Email : slizik@602communications.com Fax : 1--- Career Services	N	3

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28	Hampton University 546 E Queen St Hampton, Virginia 23668 Phone : 757 727 5993 Url : http://www.hamptonu.edu/ Email : joy.mcdonald@hamptonu.edu Fax : 1--- Joy McDonald	N	0
29	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlosethispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
30	Hispanics United of Buffalo 254 Virginia Street Buffalo, New York Phone : 716-852-2359 Url : www.hispanicsunitedofbuffalo.com Email : Fax : 1-716-856-9617 Flor Aber	N	0
31	Howard University, Student Resource Center C.B. Powell Building, 525 Bryant Street, NW Washington, District of Columbia Phone : 202-806-7513 Email : huocreuit@gmail.com Fax : 1-202-462-4267 Career Service	N	0
32	Indeed.com	N	1
33	ITT Technical Institute 2295 Millersport Highway, P.O. Box 327 Getzville, New York Phone : 716-689-2200 Email : cpratt@itt-tech.edu Fax : 1-716-689-0822 Christine Pratt	N	0

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34	Journalism Jobs New York Phone : Url : http://www.journalismjobs.com/ Email : ads@journalismjobs.com Fax : 1--- Career Service	N	0
35	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Url : http://career.kent.edu/home/index.cfm Email : cscjobs@kent.edu Fax : 1-330-672-2057 Robin Pijor	N	0
36	Linked In	N	2
37	Lorain City Urban League 401 Broad Street #B Elyria, Ohio 44035 Phone : 440 323 3364 Email : barnold@lcul.org Fax : 1--- Benita Arnold	N	0
38	Lorain County Community College 1005 Abbe Rd N Elyria, Ohio 44035 Phone : 440 336 7563 Url : http://www.lorainccc.edu/ Email : mfield@lorainccc.edu Fax : 1--- Career Services Center	N	0
39	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : careerdevelopment@malone.edu Fax : 1--- Colleen Winney	N	0

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40	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Url : http://www.marietta.edu/ Email : iadicicn@marietta.edu Fax : 1--- Natalie Ladicco	N	0
41	Medaille College, Career Development Center 18 Agassiz Circle Buffalo, New York Phone : 716-880-2210 Url : http://www.collegecentral.com/medaille Email : ccullinan@medaille.edu Fax : 1--- Carol Cullinan	N	0
42	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
43	Miami of Ohio University 241 Hoyt Hall Oxford, Ohio 45056 Phone : 513 529 3831 Url : http://www.miami.muohio.edu/ Email : careerservices@muohio.edu Fax : 1--- Cathy Metcalfe	N	0
44	NAACP (National Assoc. for Advancement of Colored People) 1490 Jefferson Avenue Buffalo, New York Phone : 716-884-7242 or home 716- Email : naacp@apollo3.com Fax : 1-716-884-7243 Frank Mesiah	N	0

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45	NAACP – Cleveland 2131 Stokes Blvd Cleveland, Ohio Phone : (216) 231-6260 Email : dwilliams@clevelandnaacp.org Fax : 1-216-231-5659 Dorothy Williams	N	0
46	NAHJ Parity Project 1000 National Press Bldg, 529 14th Street NW Washington DC, District of Columbia 20045 Phone : Email : kolivas@nahj.org Fax : 1--- Kevin Olivas	N	0
47	NAHJ Parity Project 2 1000 National Press Bldg, 529 14th St NW Washington, District of Columbia 20045 Phone : Email : lsalazar@nahj.org Fax : 1--- L Salazar	N	0
48	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
49	NATAS - Lower Great Lakes Chapter 7650 Chippewa Rd Ste 305 Brecksville, Ohio 44141 Phone : 440 526 3669 Url : http://www.nataslgl.org/ Email : administrator@nataslgl.org Fax : 1--- Dennis Thatcher	N	0

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50	National Association of Black Accountants na Cleveland, Ohio Phone : Url : http://www.naba-cleve.com/home.html Email : nabacleveland@ameritech.net Fax : 1--- na na	N	0
51	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
52	National Association of Broadcasters 1771 N St NW Washington , District of Columbia 20036 Phone : 202-429-5428 Url : http://www.nab.org/ Email : rsultana@nab.org Fax : 1-202-429-3930 Rumana Sultana	N	0
53	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.nataslgl.org Email : administrator@nataslgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
54	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0

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55	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Fax : 1--- Career Service	N	0
56	NCCU 1801 Fayetteville St Durham, North Carolina 27707 Phone : 919-530-6198 Url : http://www.nccu.edu/ Email : nccucareerservices@nccu.edu Fax : 1--- Career Services	N	0
57	Niagara University, Office of Career Development P.O. Box 2041 Niagara University, New York Phone : 716-286-8535 Url : www.niagara.edu/ Email : careers@niagara.edu Fax : 1-716-286-8457 Mike Skowronski	N	0
58	non-employee referral	N	6
59	NYS Broadcasters Association 1805 Western Avenue Albany, New York Phone : 518-456-8888 Url : www.nysbroadcastersassn.org Email : sandy@nysbroadcasters.org Fax : 1--- Joseph Reilley	N	0
60	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0

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61	Ohio Association of Broadcasting 88 Broad St Columbus, Ohio 43215 Phone : 614 228 4052 Email : oab@oab.org Fax : 1--- Patti Geary	N	0
62	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 216 447 9117 Url : http://www.beonair.com/ Email : gary@geonair.com Fax : 1--- Gary James	N	0
63	Ohio Department of Job and Family Services 30 E Broad St 32nd floor Columbus, Ohio 43215 Phone : 614 466 6282 Url : http://jfs.ohio.gov/ Email : sturtv@odjfs.state.oh.us Fax : 1--- na na	N	0
64	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : asccareer@osu.edu Fax : 1--- Career Services	N	0
65	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Email : Fax : 1-202-223-4007 Karen Gregory	N	0

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66	Rainbow/PUSH Coalition – Buffalo Chapter (multi-racial intl. org.) St. John Baptist Church 184 Goodell Street Buffalo, New York Phone : 716-852-4504 Email : Fax : 1-716-852-1520 Joyce Livingston	N	0
67	Seneca Nation of Indians 1510 Route 438 Irving, New York Phone : 716-532-9221 Email : Darcy.kettle@sni.org Fax : 1-716-532-0497 Darcy Kettle	N	0
68	Services for Independent Living 25100 Euclid Ave Cleveland, Ohio 44117 Phone : 216 731 1529 Url : http://www.sil-oh.org/ Email : zehe@sil.org Fax : 1--- Christopher Zehe	N	0
69	Society of Broadcast Engineers 8445 Keystone Crossing Suite 140 Indianapolis, Indiana 46240 Phone : 317 846 9000 Email : kjones@sbe.org Fax : 1--- Scott Jones	N	0
70	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Fax : 1--- Career Service	N	0

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71	Spanish American Committee 4407 Lorain Avenue Cleveland, Ohio Phone : (216) 961-2100 Email : Fax : 1-216-961-3305 Jeff Rivera	N	0
72	Specs Howard School 19900 W Nine Mile Rd Southfield, Michigan 48075 Phone : 248 358 9000 Url : SpecsHoward.Edu-College.com Email : nladouceur@specshoward.com Fax : 1--- Nicole Ladouceur	N	0
73	Spots 'n' Dots 167 Oakdale Road Johnson city, New York Phone : 888-884-2630 Url : www.spotndots.com Email : selltv@aol.com Fax : 1-607-729-7331 Dai Korba -	N	0
74	State University of NY at Fredonia, Career Dev. Office – 2nd Floor Gregory Hall Fredonia, New York Phone : 716-673-3327 Email : careers@fredonia.edu Fax : 1-716-673-3593 Christopher LaGrow	N	0
75	Stillman College PO Box 1430 Tuscaloosa, Alabama 35403 Phone : 205 366 8894 Url : http://www.stillman.edu/ Email : jcurrie@stillman.edu Fax : 1--- J Currie	N	0

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76	SUNYAB (State University of NY at Buffalo) 732 Clemens Hall Buffalo, New York Phone : 716-645-2082 Email : Fax : 1-716-645-5976 Debra Tate	N	0
77	Syracuse University, Career Services 235 Schine Student Center, 303 University Place Syracuse, New York Phone : 315-443-3616 Email : careers@syr.edu Fax : 1-315-443-2805 Mike Cahill	N	0
78	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : http://www.tvb.org/ Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
79	The Job File 815 Long Road Clenview, Illinois 60025 Phone : 847 729 6397 Email : borowmaq@aol.com Fax : 1--- Bob Roberts	N	0
80	Tonawanda Band of Senecas 7027 Meadville Road Basom, New York Phone : 716-542-4244 Email : tonseneca@buffnet.net Fax : Chief Emerson	N	0

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81	TV Technology/IMAS Publishing 5827 Columbia Pike 3rd Falls Church, Virginia 22041 Phone : 703 998 7600 x153 Url : http://www.imas.co.kr Email : cfreeland@imaspub.com Fax : 1--- Caroline Freeland	N	0
82	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	3
83	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
84	University of New York at Fredonia SUNY Fredonia Fredonia, New York 14063 Phone : 716-673-3327 Email : careers@fredonia.edu Fax : 1--- Christopher LaGrow	N	0
85	Urban League of Greater Cleveland 2930 Prospect Avenue Cleveland, Ohio Phone : (216) 622-0999 X240 Email : dsantiago@ulcleveland.org Fax : Dorothea Santiago	N	0

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86	Urban League of Greater Cleveland 1255 Euclid Ave Cleveland, Ohio 44125 Phone : 216 622 0999 x240 Email : dsantiago@ulcleveland.org Fax : 1--- Dorothea Santiago	N	0
87	Ursuline College 2550 Lander Rd Pepper Pike, Ohio 44124 Phone : 440 646 8329 Url : http://www.ursuline.edu/ Email : gsullivan@ursuline.edu Fax : 1--- Gerri Sullivan	N	0
88	Vocational Guidance Services 2239 E 55th St Cleveland, Ohio 44103 Phone : 216 881 6089 Url : Vocational Guidance Services Email : kathypiotrowski@vgsjob.org Fax : 1--- Kathy Piotrowski	N	0
89	Western New York Job Bank, New York State Dept. of Labor 284 Main Street Buffalo, New York Phone : 716-851-2696 Email : jobbank.buffalo@labor.state.ny.us Fax : 1--- Denise Casey	N	0
90	WGRZ-TV Website New York Phone : Email : Fax : Manual posting Career Service	N	10

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91	Women in Communications 3337 Duke Street Alexandria, Virginia 22314 Phone : 703-370-7436 Url : www.womcom.org Email : Fax : 1-703-342-4311 Career Service	N	0
92	Wooster College 1189 Beall Avenue Wooster, Ohio 44691 Phone : 330 263 2496 Url : http://www.wooster.edu/ Email : lkastor@wooster.edu Fax : 1--- Lisa Kasto	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			44

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	1/22/2011	Listing of each upper-level category opening in a job bank or newsletter	As part of our commitment to wide dissemination of our job opportunities, WGRZ-TV posts all positions with NAACP, Hispanics United of Buffalo, National Association of Hispanic Journalists, Tonawanda Band of Senecas, National Association of Black College Broadcasters, Buffalo Urban League, Howard University and Everywoman Opportunity Center Inc., among other organizations.	0		1.00
2	1/24/2011	Establishment of training programs for station personnel	One On-Air Personality attended a Climatology and World Geography semester long class at a local university.	1	On-Air Talent	1.00

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3	1/26/2011	Establishment of training programs for station personnel	<p>1/26/2011 All Account Executives attended a training session on how to hand Cold Call objections while trying to set appointments.</p> <p>2/07/2011 Five Account Executives attended a seminar on how to use research to find the right programs for clients and how to make a more effective commercial.</p> <p>3/2011 All news room staff received multi-day training on the new ENPS system.</p> <p>3/17/2011 - 3/18/2011 A Web Producer attended a two daylong seminar on development strategies and best practices that enhance content and drive traffic.</p> <p>3/23/2011 – 3/24/2011 A Producer attended a two day seminar on Newscast Prototypes in Denver.</p> <p>3/21/2011 Three Account Executives attended a one week long NYS Broadcasters Association training on sales and sales techniques.</p> <p>3/2011 All Account Executives participated in a six week Laredo course.</p> <p>4/19/2011 - 4/21/2011 All production personnel attended three days of Edius training.</p> <p>4/26/2011 - 4/28/2011 A Digital Sales Manager attended a winning meeting for digital sales at our corporate headquarters.</p> <p>10/11/2011 Six members of our sales team attended</p>	42	Sales Team Community Web Producer Production staff Producers/Directors/O n-air	1.00

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			<p>a Rapid Fire Closing Challenge seminar which covered handling objections and practicing sales pitches.</p> <p>12/05/2011 Twenty-one news department employees attended news-ticker training.</p>			
4	1/31/2011	Establishment of an intern program designed to assist members of the community	<p>WGRZ-TV offers student interns active participation in a professional broadcast organization. Our goal is to provide students with educational development and acquire skills needed for broadcast employment. The intern learns to apply classroom theories in a live work environment. Interns earn academic credit and internships last for one semester. During the reporting period January 22, 2011 to January 21, 2012 we had Thirteen (13) interns. Our interns attended the following colleges: Buffalo State College, Canisius College, Medaille College, Niagara University, Newhouse School, Villanova College, State University of New York at Fredonia, State University of New York at Buffalo and Washington and Lee University.</p>	8	<p>Producer Editor Reporter Multi-media Journalist</p>	1.00
5	2/10/2011	Provision of training to management	<p>2/10/2011 All department heads attended a 90 minute audio conference on employee negative attitudes; identifying the causes, how to coach employee to improve their attitudes, giving feedback and positive reinforcement.</p> <p>6/20/2011 - 6/23/2011 The General Manager and News Director attended Project Jump; which focused on developing and improving news content with other Gannett managers.</p>	7	<p>Department Managers General Manager News Director</p>	1.00

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	2/15/2011	Participation in events or programs sponsored by educational institutions	<p>Participation in programs sponsored by education institutions relating to career opportunities in broadcasting.</p> <p>2/15/2011 Promotion Assistant gave a station tour to a group of twenty students from Buffalo Performing Arts, answering questions about careers in broadcasting and station operations.</p> <p>2/23/2011 A group of five Girls Scouts from Derby participated in a station tour. The Promotion Assistant covered the various departments involved in broadcasting and they watched the taping of the Mid-Day News in studio.</p> <p>3/02/2011 Eleven boy scouts toured the television station learning about the various department involved in television broadcasting.</p> <p>3/03/2011 The Promotion Assistant provided a station tour to a group of seven from Autistic Services. The tour covered careers in broadcasting and an overview of the departments involved in television.</p> <p>3/08/2011 A group of seven Cub Scouts toured the stations, learned about the various career in broadcasting and watched the 5pm News in studio.</p> <p>3/15/2011 The Promotion Assistant provided an extensive station tour to two boy scouts and their leader. They visited all departments and learned about careers in broadcasting.</p> <p>3/16/2011 A dozen students from Eden Central</p>	3	Promotion Assistant Reporter Business Manager	0.25

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III. RECRUITMENT INITIATIVES

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			<p>School participated in a tour given by the Promotion Assistant. The tour covered the various departments involved in television broadcasting and they watch a live airing of the mid-day news.</p> <p>3/29/2011 A group of twenty students from Christian Central Academy toured the station. The Promotion Assistant gave the tour which covered all departments, careers in broadcasting and they watch the Mid-Day news in the studio.</p> <p>4/01/2011 Fifteen students from Orchard Park High School participated in a station tour given by our Promotion Assistant. The tour covered the various careers involved in broadcasting; a question and answer session followed along with viewing mid-day news in studio.</p> <p>4/12/2011 A small group of Girl Scouts were given a station tour by the Promotion Assistant. The tour covered all departments and careers in broadcasting were discussed.</p> <p>4/14/2011 Twenty-three representatives from businesses and organizations in Niagara County toured the station and met with a station Reporter to discuss "A Tale of Two Cities"; a half hour special on Niagara Falls.</p> <p>4/19/2011 Twenty-five students from East Aurora Middle School toured the station and watched the Mid-day News in studio. The Promotion Assistant provided the tour and engaged the students in a question and answer session.</p> <p>5/25/2011</p>			

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			<p>Twenty students from the Clevehill Morning Announcement Crew toured the station and stayed for the mid-day news.</p> <p>6/01/2011 The Promotion Assistant provided a tour to thirty students from Salamanca High School. They toured all departments, explored various careers in broadcasting and watched the Mid-day news.</p> <p>7/13/2011 Fifteen students from the summer TV production program at LCTV toured the station. The Promotion Assistant provided the tour of all departments, discussed various careers opportunities in broadcasting and answered questions.</p> <p>7/20/2011 A group from the Boys & Girls Club of Buffalo toured the station and watched the mid-day news.</p> <p>8/16/2011 Eleven participants from LCTV Summer Youth Program participated in a tour of the station. The Promotion Assistant provided the tour which covered all departments and culminated with the viewing of the mid-day news in the studio.</p> <p>8/19/2011 The Business Manager provided a tour to twenty participants from the Buffalo Museum of Science's summer camp. They toured the station and watched the mid-day news.</p> <p>10/12/2011 Twenty students from Springville Central High School participated in a station tour given by the Promotion Assistant. They watched the Mid-Day News in studio and learn about various</p>			

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			<p>careers in broadcast television.</p> <p>11/10/2011 The Promotion Assistant provided a station tour to 30 students from School #32 Bennett Park Montesorri seventh and eighth graders.</p> <p>11/10/2011 A station reporter provided sixteen students from Canisius College a station tour. This tour covered and departments and included an extensive question and answer session.</p> <p>12/14/2011 Eight students from Eden High School Media Production Class participated in a station tour given by our Promotion Assistant. The toured covered all departments, careers in broadcasting and they watched the Mid-Day news in the studio.</p> <p>12/29/2011 A group of seven cub scouts toured the station and watched the mid-day news. The Promotion Assistant provided the tour covering all departments.</p>			

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7	3/30/2011	Participation in events or programs sponsored by educational institutions	<p>WGRZ staff spoke to students at the following:</p> <p>3/23/2011 An Anchor judged a speaking contest for high school students. He spoke with students about television news and his experience in broadcasting.</p> <p>3/30/2011 Reporter was a featured speaker at Niagara's University's Annual Media Awareness Week as an alumnus of the communications program. The students were given an opportunity to ask questions about how she got into the field and what her daily job requirements are.</p> <p>4/28/2011 A Reporter spoke to West Seneca East High School students about careers in broadcast journalism</p> <p>06/14/2011 A News Anchor was a guest panelist on the "Women's Leadership Conference" at Canisius College. She spoke about how creativity and innovation are a part of our daily responsibilities in television.</p>	3	Reporter Anchor	0.25
8	5/29/2011	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2011. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students	1		1.00

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9	11/1/2011	Provision of training to management	11/01/2011 - 11/03/2011 Two individuals from our News department attended a three day Gannett Leadership Program. This program is designed to provide managers with leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change, and Leading Innovation.	2	News Director Producer	1.00
TOTAL POINTS OVER REPORTING PERIOD:						7.50